



Omdenken

the Dutch art of Flip Thinking

helps organisations flip
problems into **possibilities**.



What is Flip Thinking?

Flip Thinking is a way of thinking, a way of taking action, in which you flip problems into new possibilities. Instead of clinging to unhelpful old patterns, Flip Thinking starts by accepting reality as it is, and using that reality to create something new.

What is the promise of Flip Thinking?

Flip Thinking helps organisations turn resistance into energy and see change as an opportunity for growth. It creates a culture in which innovation emerges naturally. Flip Thinking isn't just a philosophy, it's a strategy for long-term renewal.

What is a Flip Thinking 'in-company' program?

An in-company program is our umbrella term for everything we can offer your organisation. This includes: theatrical shows and training sessions. These are fast-paced, interactive programs that combine high energy and humor, always focussed primarily on the Flip Thinking mindset. Participants don't just learn the theory; they experience the impact.



SHOW | Trainer Dion and actor Hassan during an Omdenkshow.

Which programs do we offer?



Shows

A **Show** is an interactive, high-speed theater program, performed by a trainer and an actor. It combines the structure of a classical lecture with comedy, music, and theatre, turning it into a performance with a powerful message. The show is available in three lengths: 40 minutes, 75 minutes, and 2.5 hours. The longer the show, the more depth and interaction it brings, and the louder the audience laughs.



Trainings

A **Training (3 hours)**, is ideal for teams that want to get hands-on, not just sit and listen. Two trainers guide participants through Flip Thinking theory while everyone works on real-life challenges. At a fast pace, the group shifts from “yes, but” to “yes, and.”

What is the main theme of the programs?

The main theme of all the programs is to go from Stuck Thinking to Flip Thinking. You'll learn the basics of Flip Thinking and discover how to turn a problem into a fact, and a fact into a new possibility. You'll also learn how to avoid Stuck Thinking - the kind of "solution" that only makes problems worse. Our programs give participants a whole new way of looking at problems. We guarantee it!

Overview of all the possible programs

Program

Flip Thinking Shows

Flip Thinking Trainings

Theatrical show

Training session

Number of Participants

15 to 2.500

Max. 24

Duration

40 min, 75 min or 2.5 hours

3 hours



Who are the Flip Thinking programs for?

Short answer: they're for everyone.

Our programs work in every sector, at every level, and in every type of organisation, from banks to hospitals, and from ministries to multinationals. We've been doing this for over 20 years, and more than **800,000 people** have already participated in one of our programs.

What kind of event is best suited for a Flip Thinking program?

It's suitable for almost any gathering where people come together and **don't want to fall asleep**. Think - educational days, theme events, company outings, conferences, team building programs, networking drinks, or anniversaries - you name it and we've probably already been there.

What do you get out of a Flip Thinking program?

- A room full of **happy people** who re-discover the joy of laughter.
- **Fresh insights** into recognising and transforming Stuck Thinking (at work and in everyday life).
- More **creativity, motivation, satisfaction, and ownership**.
- A strong sense of **"we"** that carries through into the organisational culture.





What needs to be arranged, technically speaking?

Simply put: You arrange the performance/training space, chairs, and a stage*. We arrange the actor, trainer, sound engineering, and set design.

* from 70 participants

You can find the full technical overview here:

➤ omdenken.nl/english/technical-requirements/.

Our detailed technical requirements are designed to ensure the best possible quality for your program.

Please don't let this put you off. We're more than happy to work with you to find a suitable venue.



What are the next steps?

- **Where** will the event take place?
- What is the **exact date** of your event?
- **Who** will be in the audience?
- **What** do these people do professionally?
- **Why** are you having this event?
- **What** is your theme for the event?

Based on this information, we'll be able to advise you as to which program fits best. Afterwards we'll work out all the details together.

So, what do you think?

**Ready to do this?
Feeling overwhelmed
by all the possibilities?**

**Do you have any
questions?**

**Or just in the mood for
a good conversation?**

We're here to help.

Email us anytime at > info@omdenken.nl

or call us on weekdays between 9:30 and 17:00

at **030 - 233 40 62**.

Additional explanation about the programs and the differences between them

Available programs

Show

40
minutes

What do you learn exactly?

- What is Flip Thinking?
- What are the 2 steps of Flip Thinking?
- Different ways to deal with problems
- The difference between Stuck Thinking and Flip Thinking
- A new way of looking at things, that flips problems into a source of new possibilities
- A whole bunch of laughter

+

75
minutes

- + More in-depth insight into how Flip Thinking really works
- + How to stop Stuck Thinking
- + Even more ways to deal with problems
- + Even more laughter

+

2.5
hours

- + Intermission included
- + More in-depth knowledge
- + More interaction through a variety of formats
- + The four different ways to deal with problems
- + And yet even more laughter

Training

3
hours

Learn the theory behind Flip Thinking and then get to work on your own challenges, and discover how to make them feel lighter.

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